

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
8 April 2004 (08.04.2004)

PCT

(10) International Publication Number
WO 2004/029849 A1

(51) International Patent Classification⁷: G06F 17/60
(21) International Application Number:
PCT/KR2003/001969
(22) International Filing Date:
26 September 2003 (26.09.2003)
(25) Filing Language: Korean
(26) Publication Language: English
(30) Priority Data:
10-2002-0058360
26 September 2002 (26.09.2002) KR

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

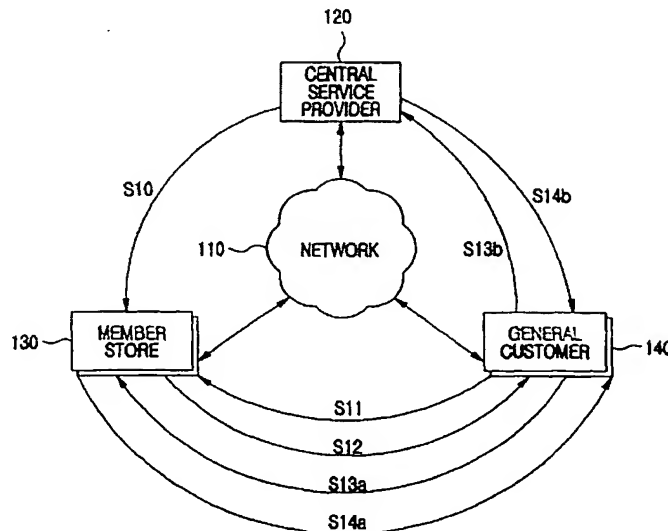
(71) Applicant and
(72) Inventor: SHIN, Yong-Gyun [KR/KR]; A-301 Woo-jin villa, 166 Hyoseong 1-dong, Gyeyang-gu, Incheon 407-829 (KR).

Published:
— with international search report

(74) Agents: LEE, Sang-Yong et al.; 4F., Byukcheon Bldg., 1597-5, Seocho-dong, Seocho-gu, Seoul 137-876 (KR).

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: BUSINESS METHOD FOR JOIN ADVERTISEMENT OF MEMBER STORES USING DICOUNT, THANKS COUPON AND LOTTERY TICKET



(57) Abstract: Disclosed is a business method for join advertisement of member stores using advertisement materials such as discount/thanks coupons and lottery tickets, including the steps of: distributing the advertisement materials, made in a bundle by a publicity center of a central service provider managing the member stores, to each member store; distributing the advertisement materials to customers freely; the customer utilizing service recorded on the advertisement material with keeping the advertisement material; and determining a winning number of the advertisement materials and executing specific thanks event to a customer who possesses an advertisement materials having a winning number. Accordingly, this business method prevents duplicate and consumptive publicity by each member store and maximizes advertisement effects.